

ANNUAL REPORT

2024

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A NOTE FROM THE CHAIRMAN

As chairman of the TV Parental Guidelines Monitoring Board, I oversee our essential work of providing parents with comprehensive guidance for selecting age-appropriate television content for their children. Since 1996, the Monitoring Board has maintained consistent use of parental guidelines for families while adapting to an increasingly diverse and complex entertainment landscape.

We've included findings from our 2024 biennial survey, highlighting the critical importance of our work as families navigate an ever-expanding array of content choices across traditional and streaming platforms. Children's health is of the utmost importance and our research this year shows the highest level of usage and satisfaction of the TV Parental Guidelines ratings system:

- About 96% of parents are nearly unanimous in reporting satisfaction with the accuracy of the TV Parental Guidelines ratings system.
- Parents view the TV Parental Guidelines ratings system more positively than in any previous survey (83%).
- This year marks the highest usage (83%) of the TV Parental Guidelines ratings system.
- Ninety percent of parents consider the TV Parental Guidelines ratings system helpful.

This year's annual report highlights the activities the Monitoring Board has conducted to strengthen the TV ratings system, including continuing our spot check audit to ensure uniform rating applications, updating the streaming best practices guidelines to promote broader adoptions for major streaming services, and hosting our annual board meeting where we discussed these initiatives and plans for the year ahead.

As I conclude my chairmanship, I thank our board members for their dedication to the TV Parental Guidelines Monitoring Board and welcome the incoming chairman, NCTA – The Internet & Television Association President and CEO Michael Powell.

It has been an honor to serve these past two years and I look forward to our continued mission of helping families make informed viewing decisions.

Sincerely,



Curtis J. LeGejt
Chairman, TV Parental Guidelines Monitoring Board



ABOUT THE TV PARENTAL GUIDELINES MONITORING BOARD



Created in 1996, the TV Parental Guidelines are voluntary ratings developed by leading TV industry organizations and stakeholders to help parents determine age-appropriate programming for their children. These ratings work in conjunction with parental control technology, such as the V-Chip that is built into televisions and set-top boxes, allowing parents to block programs they determine to be unsuitable for their families. Additionally, there are specific ratings for programming designed specifically for children. The guidelines apply to most television programs—excluding news, sports, religious and home shopping content—and appear at the start of a program and after commercial breaks. Ratings information is accessible through TV listings in newspapers, online program guides and various websites. A Monitoring Board was created to oversee the system to ensure consistent application of ratings across all rated programming. The board reviews and responds to public feedback and complaints and meets annually.

The Monitoring Board is led by a chairman, who rotates among the presidents of the National Association of Broadcasters (NAB), the Motion Picture Association (MPA) and NCTA – The Internet & Television Association. The board includes up to 18 industry members from broadcast, streaming and cable platforms who are appointed by the trade associations. Additionally, the chairman appoints up to five representatives from public interest groups focused on children’s, medical and education issues.

CURRENT MEMBERS OF THE MONITORING BOARD:

- A+E Networks
- AMC Networks
- American Academy of Pediatrics
- Boy and Girls Club of America
- Call for Action
- Entertainment Industries Council
- Fox Corporation
- Hulu
- NBC Universal
- National PTA
- Paramount
- R2P Strategies
- The Walt Disney Company
- TelevisaUnivision
- Warner Bros. Discovery



BIENNIAL SURVEY OF PARENTS



As part of its ongoing commitment to evaluate the TV Parental Guidelines, the Monitoring Board commissioned Hart Research Associates to conduct its biennial national survey of parents in 2024. The survey, released to the public on December 11, 2024, polled 1,062 parents of children aged two to 17, continuing research conducted every two years since 2011.

The 2024 findings demonstrate that parents continue to value and trust the TV ratings system as a tool for determining age-appropriate programming. Key results reveal that 91% of parents understand the ratings system, with particularly high usage among parents of color, those with children under 11 and parents under 45.

The survey highlighted strong parental awareness, with 93% of respondents recognizing that TV ratings provide age-based guidance. Parents expressed appreciation for the age ratings and content descriptors (S, L, V, D, FV), which emerged as the most recognized and impactful elements of the system. Notably, 95% of parents emphasized the importance of the sexual situations (S) content descriptor while 90% valued the violence (V) content descriptor.

Among parents who have used V-chip parental controls, 99% found them beneficial. Additionally, 77% of parents supported standardizing ratings across all streaming platforms to match those used in broadcast and cable television.

Curtis LeGeyt, Monitoring Board chairman and president and CEO of the National Association of Broadcasters, emphasized the survey's significance. "In a time when children's health and well-being remain a top priority, the TV Parental Guidelines have become an indispensable tool for families across America. This comprehensive study provides valuable insights into the effectiveness and impact of the TV ratings system in today's evolving media landscape. This year's record levels of adoption highlight the TV ratings system's critical role in empowering parents to make informed decisions about their children's viewing habits."



STREAMING TASK FORCE



The Monitoring Board's Streaming Task Force, established in 2020, oversees the implementation of TV Parental Guidelines across streaming platforms and works to engage nonparticipating services. The task force aims to develop best practices for ratings application in the streaming environment.

In 2024, the task force successfully updated its [Best Practices Guidelines](#) to serve a broader audience. The group focused on standardizing content labels across platforms and will continue refinements based on stakeholder and public feedback throughout 2025. Its work included surveying members about descriptor usage and placement in programming while also studying international ratings systems and their impact on global content distribution. The task force reviewed all streaming-related correspondence received in 2024, regardless of services' participation in the TV Parental Guidelines system.

Looking ahead to 2025, the Streaming Task Force will hold quarterly meetings to further its outreach to nonparticipating streaming services and continue developing industry-wide standards.



TV RATING SPOT CHECK REVIEWS



The Monitoring Board's spot check review program, established in 2019 and formally launched in 2020, systematically evaluates the consistency of TV ratings across platforms and time slots. In 2022, the program expanded to include streaming content.

The review process operates through four quarterly meeting groups, each including public interest board members to ensure diverse perspectives. These groups evaluate programming from different time blocks—early morning children's content, daytime shows, prime-time programming and late-night adult content. Programs are selected randomly from Monitoring Board representatives' platforms on predetermined dates each quarter.

Each group assesses program ratings and initiates dialogue with platforms when disagreements arise. If consensus cannot be reached, the matter escalates to the Monitoring Board chairman and potentially to the full board for final adjudication.

In 2024, the program identified only three instances requiring ratings changes, which were promptly addressed and re-rated. This high accuracy rate validates the current system while demonstrating the value of continued oversight. The review process fostered productive discussions about ratings applications and descriptor usage, helping platforms refine their rating decisions and ensure consistency across the industry.



ANNUAL MONITORING BOARD MEETING



The Monitoring Board held its annual meeting October 30, 2024, hosted by Chairman Curtis LeGeyt and the National Association of Broadcasters. Members gathered to discuss the board's 2024 activities, which included publishing its fifth annual report, conducting quarterly Streaming Task Force meetings and ratings spot check reviews, completing the biennial parent survey and hosting its October annual meeting. Details from the meeting include:

QUANTITATIVE RESEARCH

Hart Research Associates Partner Abigail Davenport presented findings from the seventh TV Parental Guidelines survey at the annual meeting. Results showed increased parental understanding and support for TV ratings, with 83% of parents viewing the system favorably. The survey also revealed streaming has become children's primary method of TV consumption. Key survey findings appear on page 4.

STREAMING TASK FORCE

The task force focused on updating its 2021 Streaming Best Practices Guidelines during quarterly meetings throughout 2024. Updates included new research data, program re-rating procedures and expanded content advisories for suicide, sexual violence and assault. The group incorporated additional language for Motion Picture Association films not edited for television and addressed streaming ratings complaints. Members discussed platform-specific challenges and global ratings considerations for content distributed outside the United States. Quarterly meetings will continue in 2025. More information about the Streaming Task Force appears on page 5.

TV RATINGS SPOT CHECK

The board completed its fifth annual TV ratings spot check review, examining content across member platforms to ensure accurate and consistent use of the TV Parental Guidelines. Four review groups presented findings that helped members understand ratings application and ensured consistent age ratings and descriptors across platforms and time slots. The review program will continue in 2025. More information about the TV ratings spot check review appears on page 6.



ANNUAL MONITORING BOARD MEETING



REVIEW OF COMPLAINTS AND CORRESPONDENCE

Board members reviewed all 2024 correspondence and complaints during the annual meeting following advance distribution of a comprehensive summary.

PREVIEW OF 2025 ACTIVITIES

The board will maintain current initiatives while seeking new opportunities to increase public awareness and communication regarding TV Parental Guidelines.



2024 CORRESPONDENCE SUMMARY

JANUARY - DECEMBER

The Monitoring Board's core responsibility includes addressing program ratings complaints through correspondence review, ratings discussions and swift resolution of concerns.

The board responded to all public correspondence in 2024, sharing ratings complaints with relevant entertainment industry representatives to ensure awareness and facilitate timely responses. The board collaborates with industry representatives to explain ratings criteria to viewers. In some cases, companies may modify the program ratings.

From January 1 through December 31, 2024, the board received 243 public comments: one letter, 39 phone calls and 203 emails. Comments included 57 about general content or casting, 32 about commercials and advertisements and 49 regarding scheduling changes. Out of the 243 comments, only 12 complaints addressed TV Parental Guideline ratings, continuing a decline that began in 2021.

Of these 12 ratings complaints, six targeted broadcast, cable and streaming services participating in the TV Parental Guidelines. The remaining six complaints were on nonparticipating streaming services. The board forwards complaints about participating streaming services to the respective entertainment companies for review.



2024 CORRESPONDENCE SUMMARY

BELOW ARE EXAMPLES OF COMPLAINTS ABOUT SPECIFIC PROGRAMS THAT THE MONITORING BOARD RECEIVED THIS YEAR, ALONG WITH A BRIEF OVERVIEW OF THE ACTIONS TAKEN TO ADDRESS THE COMPLAINTS.

- In January, a viewer complained about their issue with accessing TV content through their BET+ subscription. The Monitoring Board responded to the viewer and explained that it has no oversight over subscription service accounts and recommended that they reach out to the streaming service with their concerns.
- In March, a viewer complained about the show “Seinfeld” and asked the network to take the show off. The Monitoring Board responded that it does not have oversight over program scheduling and encouraged the viewer to reach out to the network in question.
- In June, a viewer complained about a character’s language on a show. The Monitoring Board responded to the viewer and explained it does not have oversight over program content and casting decisions and encouraged them to share their concerns with the network in question.
- In September, a viewer disliked the showing of inappropriate horror movie commercials on a channel that their child watches. The Monitoring Board responded to the viewer and explained that it does not have oversight over advertisements or commercials and recommended they reach out to the network in question.
- In November, a viewer complained about the background music in a show. The Monitoring Board responded to the viewer and explained that it has no oversight over program content such as background music and encouraged them to share their feedback to the network directly.



CONCLUSION



The Monitoring Board focused on consistent TV ratings across cable, broadcast channels and streaming platforms in 2024. Through its spot check review program and Streaming Task Force, along with public outreach and response, the board worked to maintain uniform ratings standards and help parents make informed viewing choices for their children.

For more information, please visit [TVGuidelines.org](https://www.fcc.gov/monitoring-board/tvguidelines.org).



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